



What even IS Tu B'Av?!

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**Dancing in
grape vineyards
under the
moonlight:**
The original,
analog Hinge

If you loved the drama of your dating life, you would have loved being a single Jew in the 2nd century. Originally a post-biblical day of joy, the holiday of Tu B'Av served as a matchmaking day for unmarried women in the Second Temple period (before the fall of Jerusalem in 70 C.E.). The Talmud tells us that the unmarried "daughters of Jerusalem would dress in white, and go dance in the vineyards" on the 15th of the Hebrew month of Av, and "whoever did not have a wife would go there" to find himself a bride.

White party under the full moon? Flirting and dancing in the grape vineyards? Netflix and chill has *nothing* on Tu B'Av!

Ooooo this white
dress is doing good
things for me!

Let's go get
some dates!

As if Israelis couldn't get any sexier:

As a minor holiday, Tu B'Av was pretty much unnoticed in the Jewish calendar for many centuries, but it has been recently rejuvenated. Shocking nobody, Israel is leading the way with Tu B'Av, where it's celebrated as a modern, Jewish Valentine's Day with ancient roots.

All over Israel, festivals of singing and dancing bust out on the night of Tu B'Av, and the entertainment and beauty industries work overtime to create the right vibes for lovers hoping to get flirty. Tu B'Av is slowly creeping into the Jewish diaspora, and Honeymoon Israel wants to help bring it into the spotlight. We'll take **any** excuse to celebrate love!



Tu B'Av white party in Israel



Tu B'Av smooch on the beach at Tel Aviv



Getting hitched on Tu B'Av



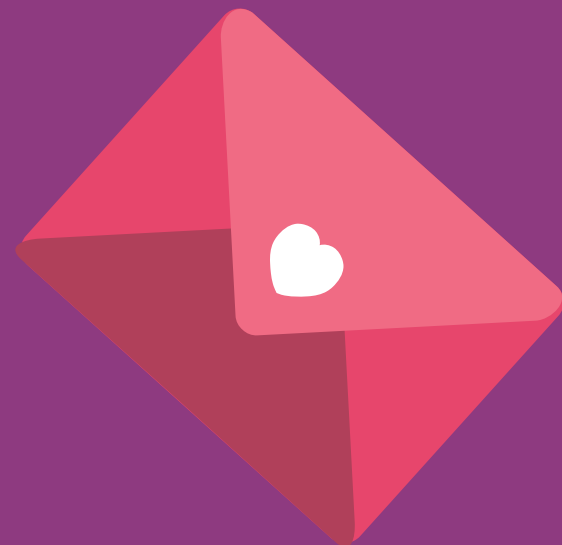
6 fun things to do to get flirty on Tu B'Av



Throw a white party with your HMI friends.



Cook a romantic meal containing the "seven species" of Israel (figs, dates, wheat, barley, grapes, olives, and pomegranate).



Write a love note to your partner and slip in into their pocket when they aren't looking.



Set the mood at home with candles, special drinks, flowers, and your favorite romantic tunes.



Go on a date with your partner. (You get bonus points if you end up feeding each other grapes in the middle of a field.)



Go full moon-gazing with your love. Bring a telescope or camera with a great zoom feature to really take in the magical glow.